



**OREGON STATE**<sup>TM</sup>  
ATHLETICS

CONTROLLED & EXPANDED  
ALCOHOL SALES AT RESER STADIUM  
**PROPOSAL**



# Focus Areas

- **Commitment to Safety, Controlled and Monitored Serving and Alcohol Education**
  - **Current OSU Practices and Fan Experience**
  - **Benchmarking Peer Data and Decreased Incident Rates**
    - **Communication Plan**
    - **Budget and Revenue Analysis**



# **Commitment to Safety, Controlled and Monitored Serving and Alcohol Education**

*Levy/OLCC/Whelan/OSP serving protocols are already in place at Goss Stadium and in Reser Stadium's premium areas*

## **Additional Protocols**

- Increased alcohol monitors and in-stadium messaging
  - Education campaign
- Implementation of clear bag policy
  - Discussion on re-entry policy



# Current OSU Practices and Fan Experience

*This is an extension of current practices*

- 5,000 season tickets in football already have access
  - Stadium-wide sales in Goss Stadium
  - Basketball pre-game events and neutral sites

## Decreased Incidents

- **Since 2016** | 206 alcohol exclusions at Reser Stadium (23 in premium areas)
- **Since 2016** | 7 exclusions at Goss Stadium (176,094 total attendees)

## Ohio State University (2016)

- **2015** | 175 total alcohol incidents in-stadium (269 in 2014)
- **2016** | 61 total alcohol incidents in-stadium

## University of Texas (2015)

## West Virginia University (2011)

- 35% decrease in arrests the first year



# Benchmarking Peer Data and Decreased Incident Rates

## NCAA/National Trends

- Alcohol sold throughout stadium at College Football Playoff
- **2016-17** | NCAA allows alcohol to be sold at championships
  - **2016-17** | Baseball and softball College World Series
- **October 2017** | Rescinds association-wide ban and defers to divisions
- **April 2018** | D1 membership passes legislation to allow sales at all championships

## Conferences

- 4 of 5 power 5 conferences allow institutional autonomy
  - 3 of 4 power 5 conference championships
  - Pac-12 and ACC allow stadium-wide sales

## Institutional Peers

- **2015** | 34 of 128 FBS D1 programs (27%)
- **2017** | 49 of 128 FBS D1 programs (38%)
- **2018** | 52 of 128 FBS D1 programs (41% - so far)



# Communication Plan

## 2017

- Data collection
- Review of internal polices
- Enhanced in-game security measures

## *Ongoing*

- President's Cabinet
- Provost's Administrative Leadership Team
- VP / Director of Athletics' Board of Advisors
  - Faculty Senate
- Student Affairs (Tailgate Task Force)
  - Public Safety
  - Oregon State Police

## March-April

- Review feedback/Refine analysis

## April-May

- Discussion on stadium protocols
  - Budget/Revenue Analysis
  - University Groups

## June

- Potential public communication



# Budget and Revenue Analysis

*Human resources & infrastructure is already in place*



# Q & A

